

FIG. 1

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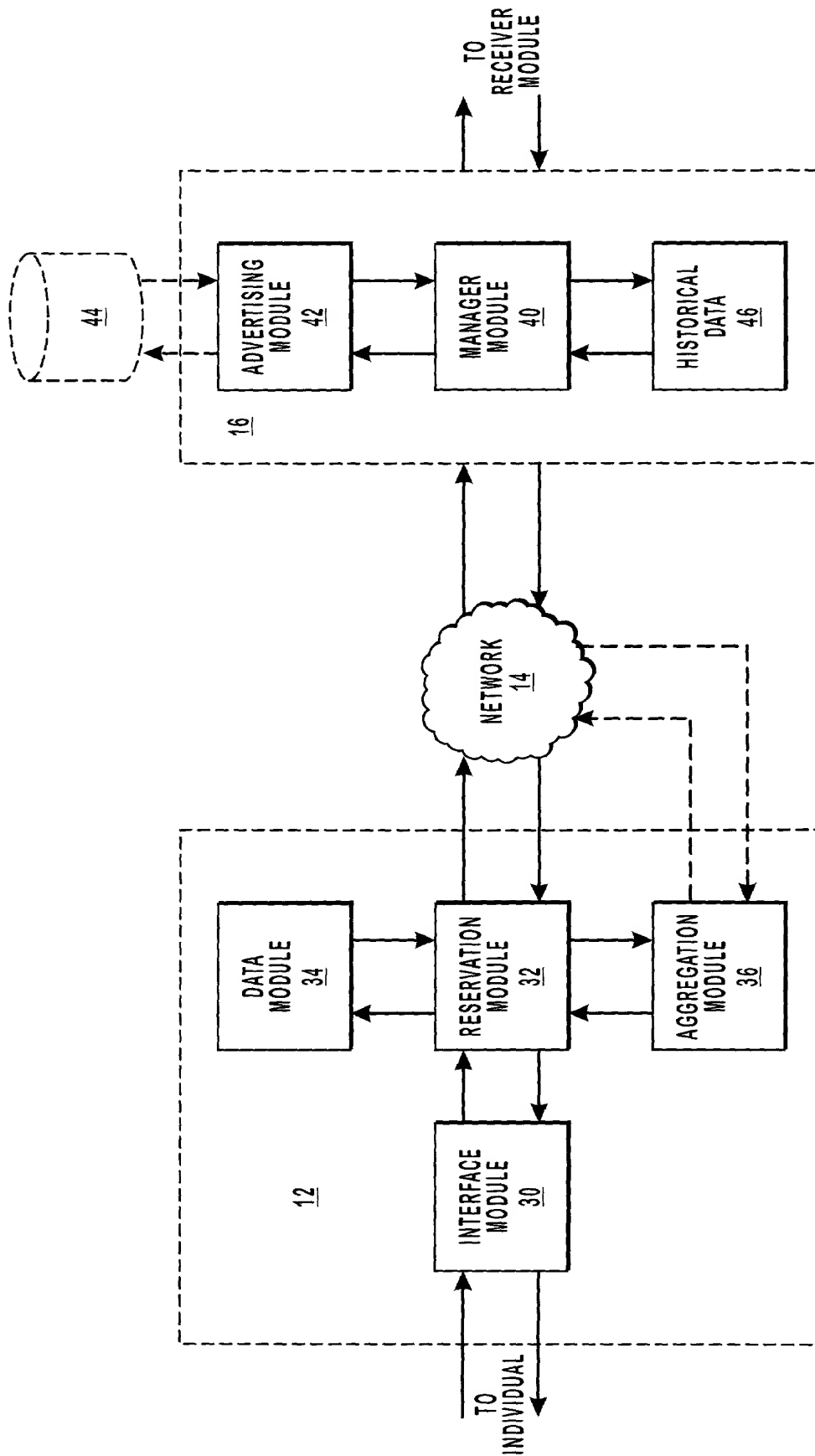


FIG. 2

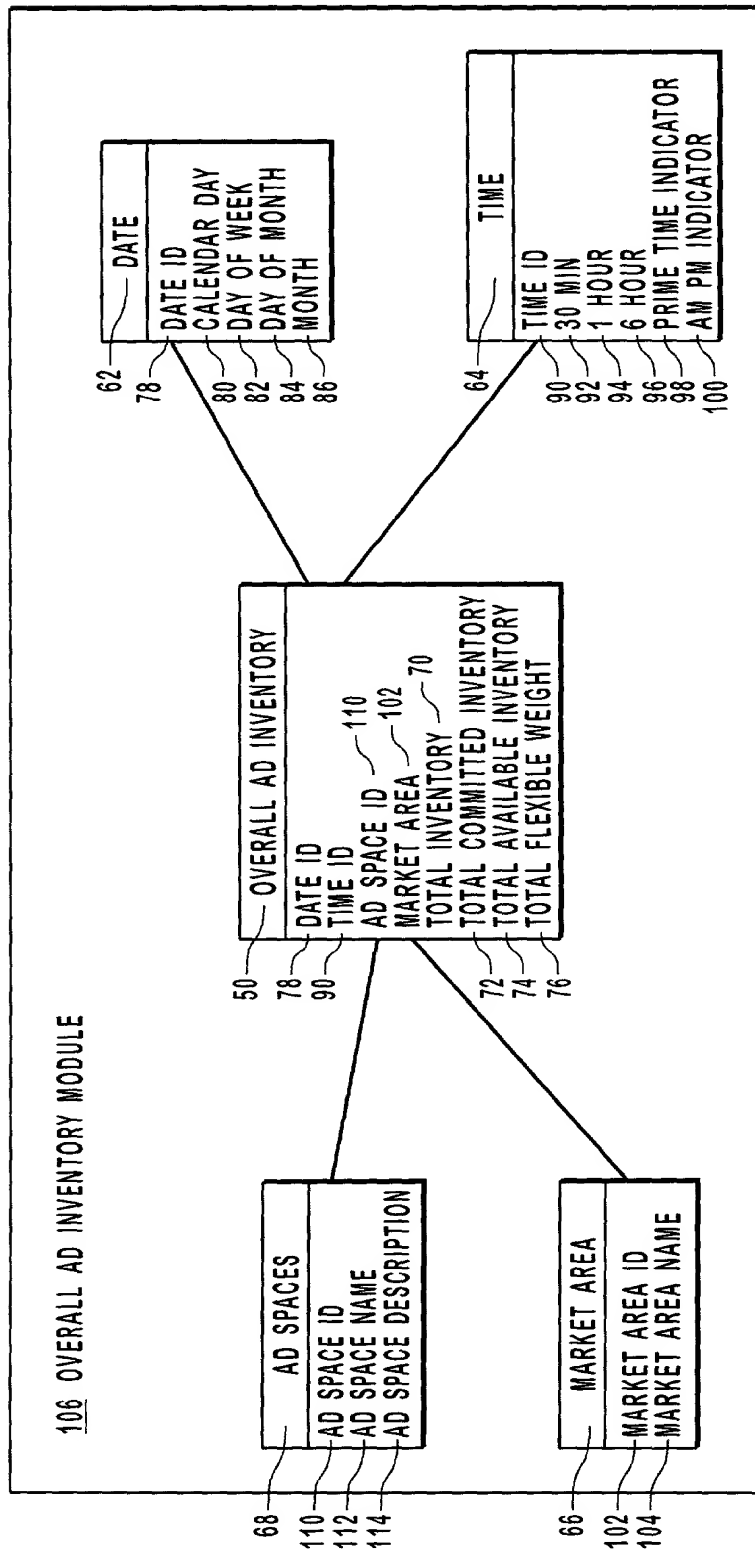


FIG. 3

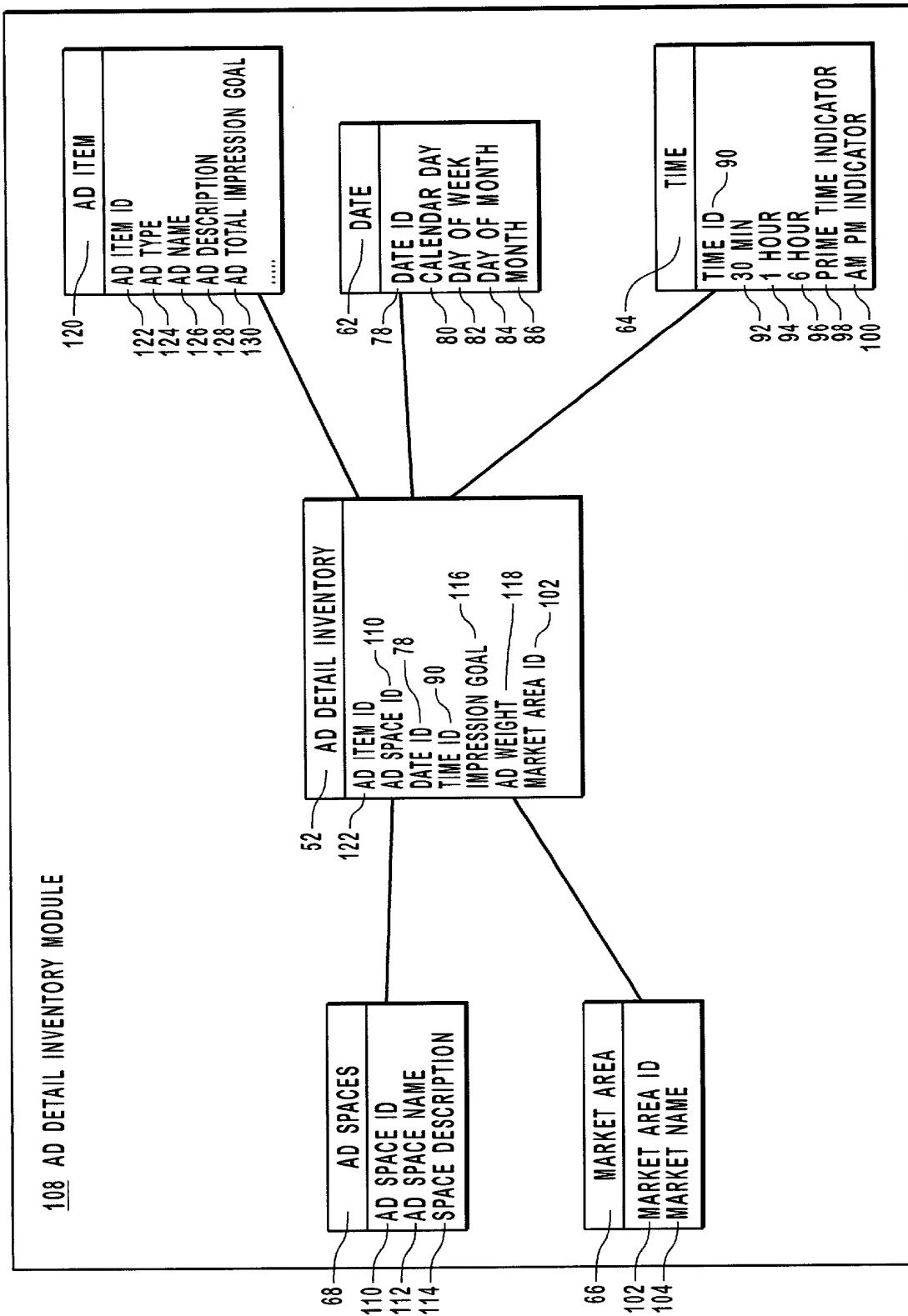


FIG. 4

FIG. 5

Ad Planning

File Edit View Favorites Tools Help

Back Forward Home Search Favorites History Address <http://localhost/adtool/default.asp> Go

AD PLANNING PROTOTYPE:

View Inventory 174 Check Availability 176 Book Ad 172

Start Date: 04/02/2001 180 End Date: 04/03/2001 182

From: 18:00 184 To: 20:00 185

Available Market Area:

BILLINGS
BILOXI-GULFPORT
BINGHAMTON
BIRMINGHAM (ANN AND TUSC)
BLUEFIELD-BECKLEY-OAK HILL

Ad Space: All 192 Go 194

Selected Market Area:

Boston 190

View Inventory 196

Market Area: Ad Space
BOSTON All Page Group

Time 1 Hour Time

Date	Total Inventory	Total Committed Inventory	Total Available Inventory	Total Flexible Weight	Total Inventory	Total Committed Inventory
04/02/2001	35	31	4	11	39	0
04/03/2001	25	0	25	100	33	2
Grand Total	60	31	29	48	72	2

Done Internet

204-

FIG. 6

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FIG. 7

Back Home Search Favorites History Address <http://localhost/adtool/default.asp> Go

AD PLANNING PROTOTYPE:

View Inventory 174 Check Availability 172 Book Ad 178

Start Date: 04/02/2001 180 End Date: 04/03/2001 176

From: 18:00 184 To: 20:00 185

Available Market Area: 170b

BILLINGS
BILOXI-GULFPORT
BINGHAMTON
BIRMINGHAM (ANN AND
BLUEFIELD-BECKLEY-0A

Ad Space: All 192 Ad Type: Committed 200

Impression Goal: 100 202 Total Inventory: 132 204

Computed Ad Weight: 0.757575 206

Go 194

View Inventory

Market Area: All Page Group: 210 214 216

BOSTON 212

Time 1 Hour Time: 18:00 218 19:00

Date	Total Inventory	Total Available Inventory	Requested Inventory	Total Inventory	Total Available Inventory	Requested Inventory	Total Inventory	Total Available Inventory	Requested Inventory
04/02/2001	35	4	23	39	39	26	74	74	43
04/03/2001	25	25	17	33	31	22	58	58	56
Grand Total	60	29	40	72	70	40	132	132	99

Grand Total 222 227a 224 227b 226 227c 228a 228b

Done Internet 228b

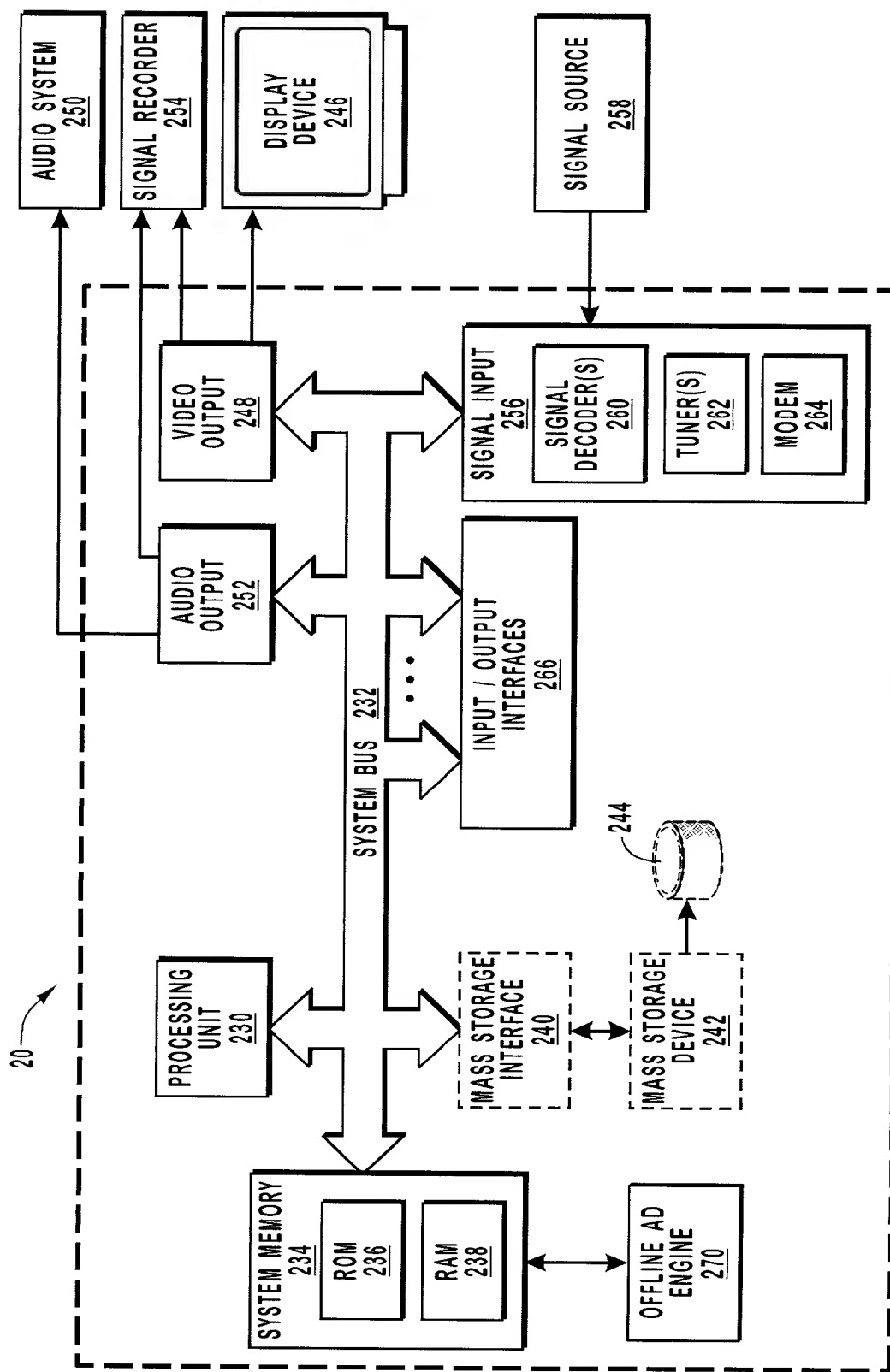


FIG. 8

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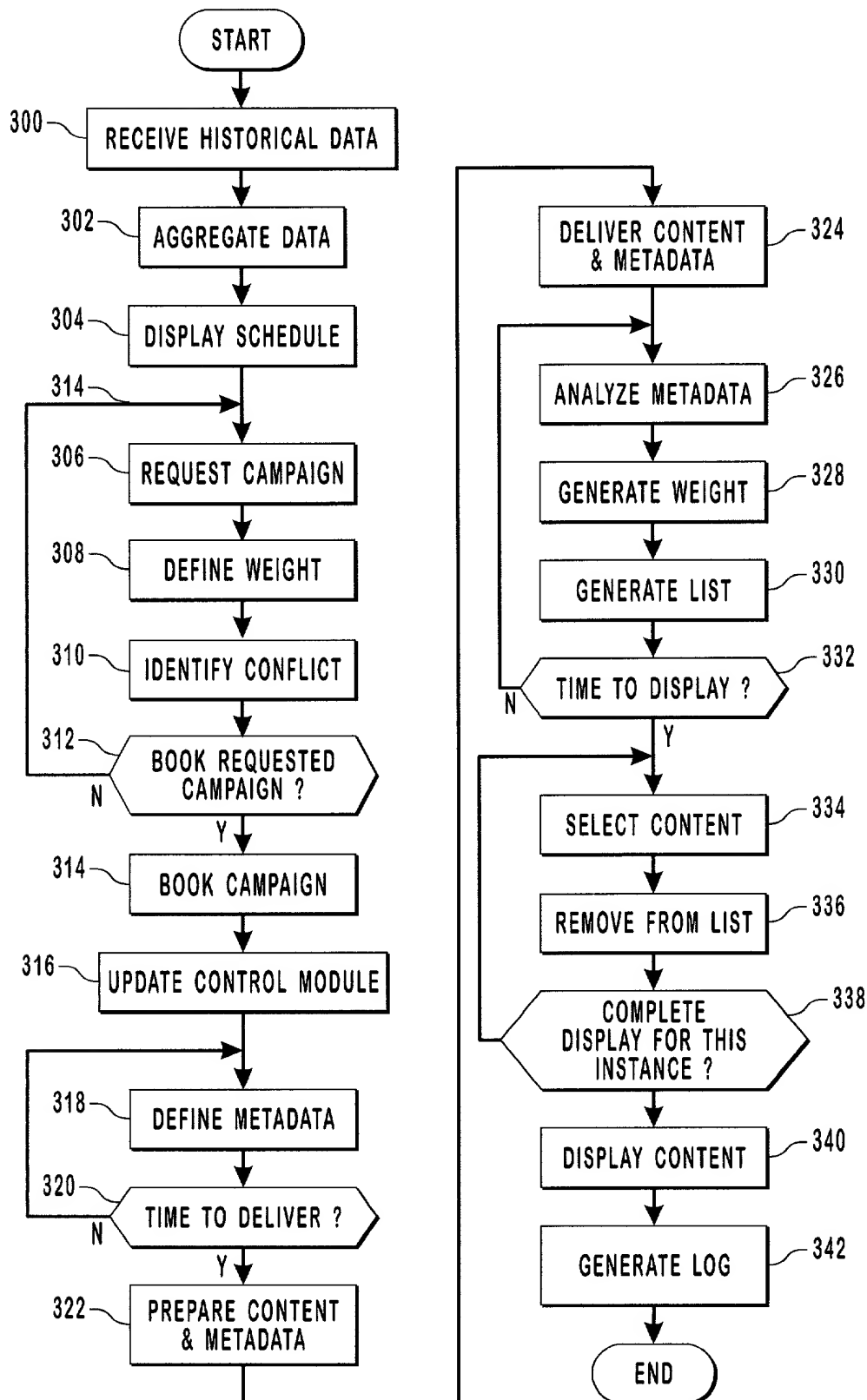


FIG. 9